



*Let's fight food waste, feed hungry families,
promote healthy eating, and get our farmers paid
together.*

Why



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POWER

What is Hungry Harvest?

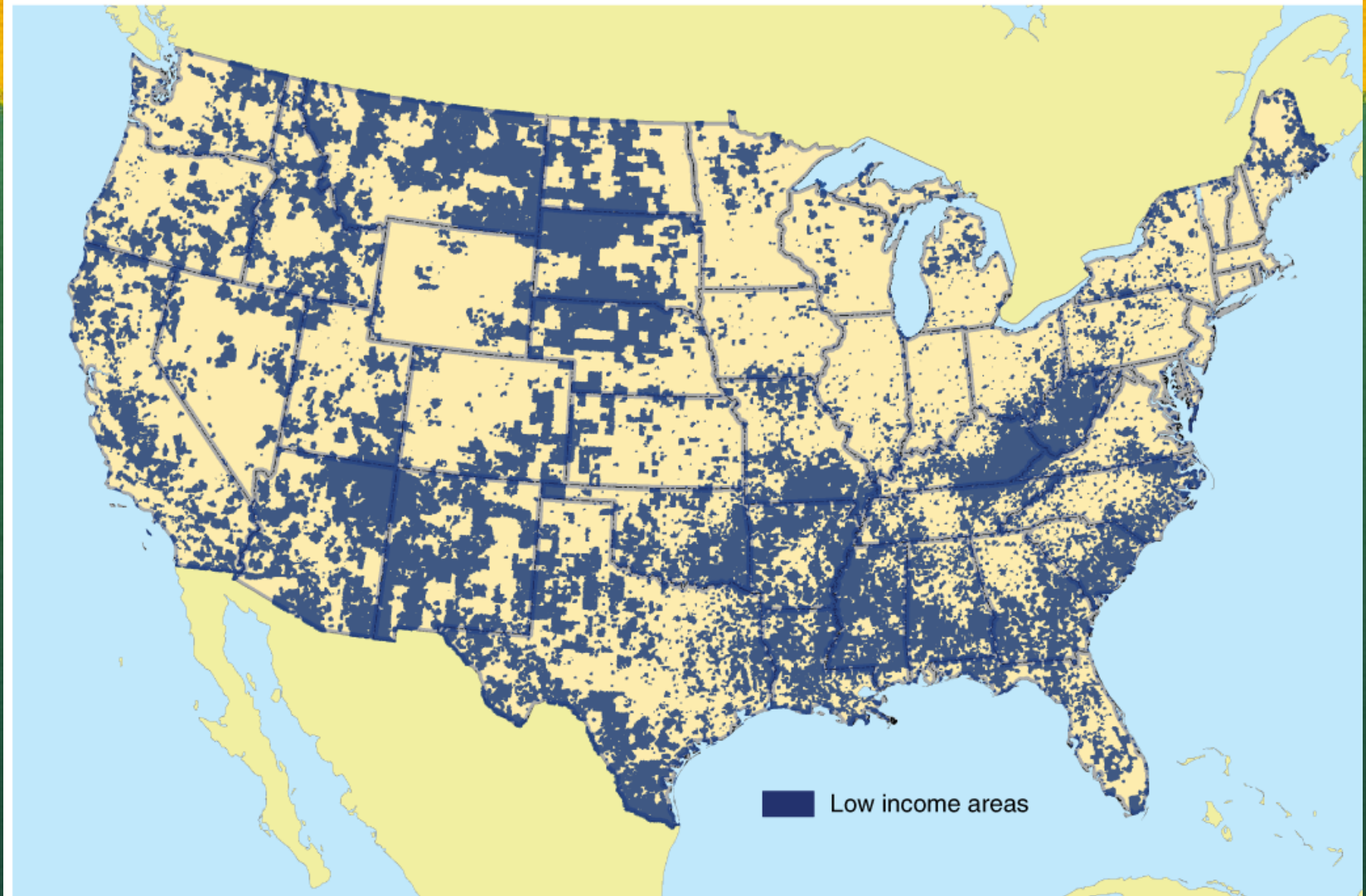
- 6 billion pounds of produce go to waste every year
- 24 million Americans live in food deserts
- 49 million Americans are food insecure
- 1 in 8 households in DC

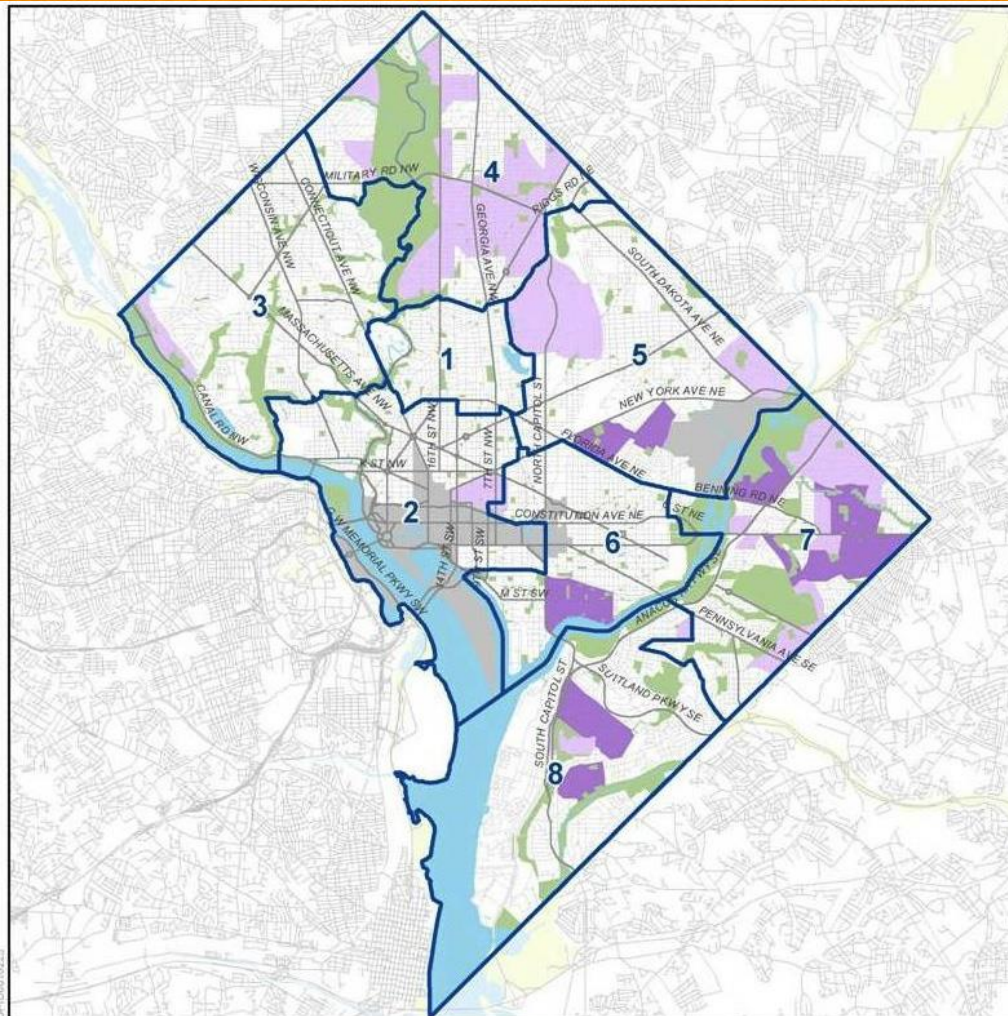
Consumers

- Local produce is expensive
- Grocery stores often don't have local
- Grocery store is a hassle
- Giving back to the community is tough

Map 2.1

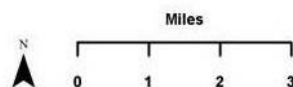
Low income areas of the contiguous 48 United States (1 km grids in which 40 percent of population have incomes below 200 percent of the Federal poverty level)





COURTESY THE DISTRICT OF COLUMBIA

District of Columbia Percent Poverty



LEGEND

- Major Roads
- Minor Roads
- Water
- Parks
- 2000 Census Block Groups (Zero Pop)
- Food Deserts and High Percent Poverty
- Food Desert: SQFT, Distance, Leakage
- 2002 Wards
- District Boundary

Data Sources:

Food Deserts Analysis- DC Hunger Solutions/Social Compact, December 2009

Poverty Rates*- US Census Block Groups, 2000

*Percent poverty = over 51% of the population is within 200% poverty.







Our Solution

- Fresh, surplus produce to your door
- 90% sourced from farms/wholesalers in MD, PA, VA
- Surplus because:
 - Farmer's don't have enough man power or machinery
 - Grocery stores, drivers, wholesalers don't communicate
 - Not enough demand
 - 'Ugly Fruits'













The Impact

- You buy one, you give one
- Pay local farmers; promote healthy & local eating



The Model

- Monetization – money needs to flow through the system
- Farmers/wholesalers must get paid
- Consumers have the money – make them pay to solve the problem

The Details

- Half Share:
- \$12 a week for 10 weeks
- 5-7 lbs of produce
- Fit for household of 1-2
- Example bag: 2-3 white onions, 2-3 peppers, 2-3 tomatoes, 2-3 apples, 2 broccoli heads, 1 small squash



The Details

- Full Share:
- \$17 a week for 10 weeks
- 10-12 lbs of produce
- Fit for household of 3-5
- Example bag: 1 large spaghetti squash, 3-6 white onions, 3-4 peppers, 3-4 tomatoes, 3-4 apples, 3 broccoli heads, 1-2 zucchinis



Clients & Partners



manna
food center



UNIVERSITY of MARYLAND
MEDICAL CENTER



Partnership in MoCo

- Manna Food Center – donate produce to them so they can distribute to hungry families
- Montgomery County Coalition for the Homeless – hire men looking to get back on their feet
- Hungry Harvest – use Manna's space to triage, sort, bag

Donation Partners

- DC Central Kitchen
- Shepherd's Table
- MAGNET
- Capital Area Food Bank
- Growing SOUL
- Manna Food Center
- Our Daily Bread
- St. Paul's Church
- Nourish Now
- Miriam's Kitchen
- Terps Against Hunger

Impact So Far

- 123,115 lbs of food recovered
- 67,000 pounds of food donated to hungry families



What we need

- Expand in DC
- Suppliers
- Partners
- Expansion ideas
- Community-based initiative

Questions?

